

# AMERICAN ROOFER & SIDING CONTRACTOR



*Photo-of-the-Month See Page 19*

***In This Issue:***

***NRCA Convention, Jan. 17-19, Program, Floor Plan pp. 12-13***

***Roofers May Have Record 1955 Year If Boom Continues***

**January, 1955**



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## A million square feet of "General Store"

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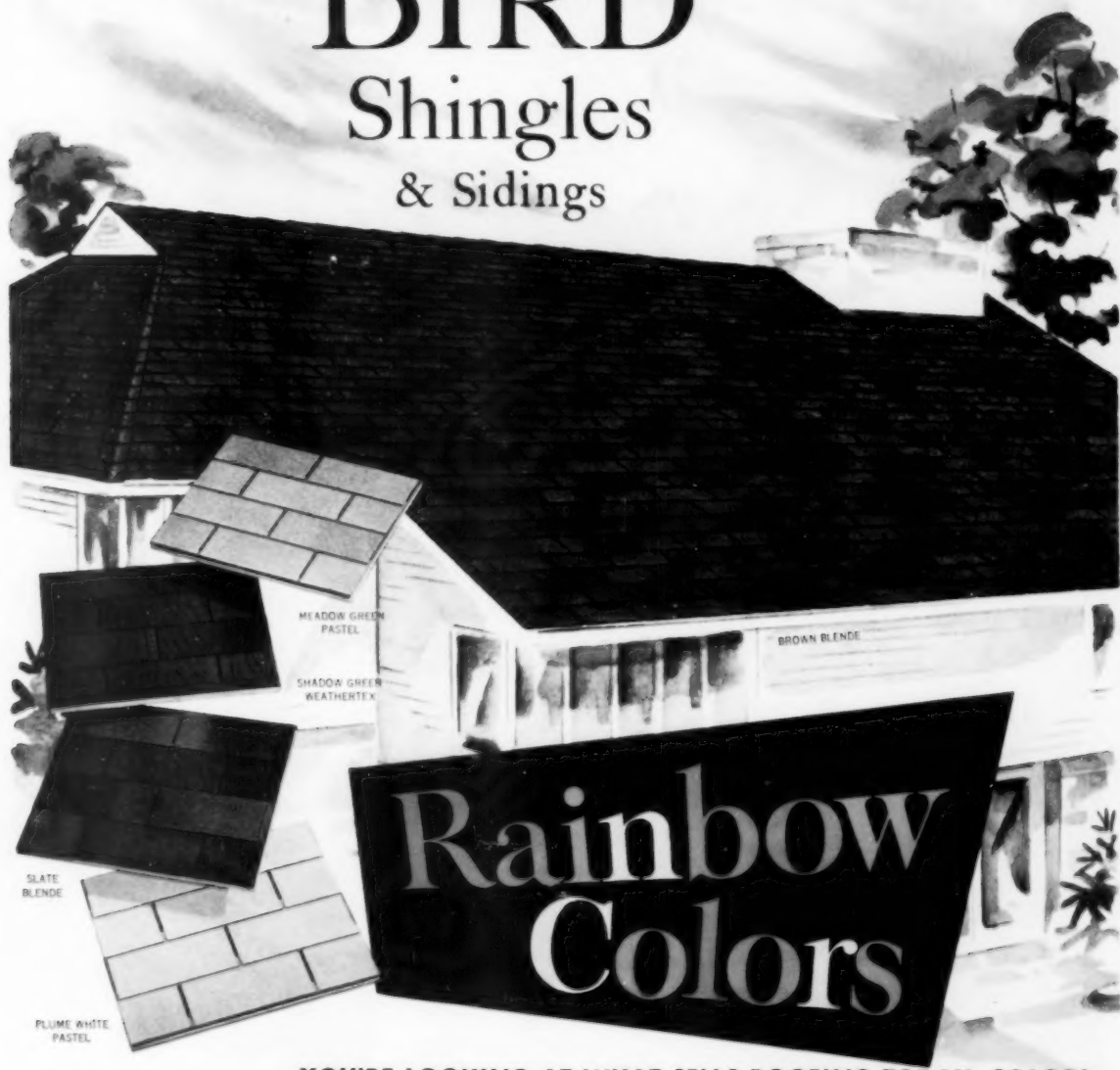
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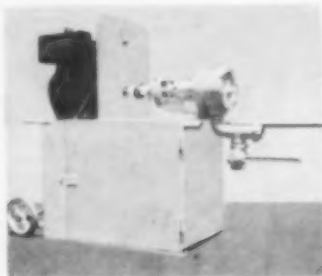
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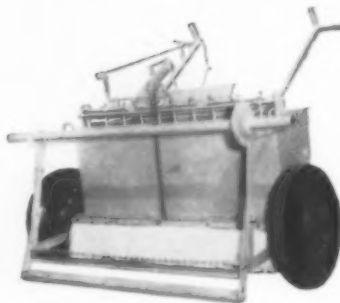
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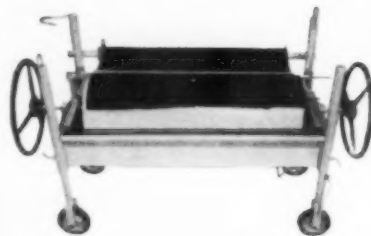
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WRITE FOR TECHNICAL BULLETIN

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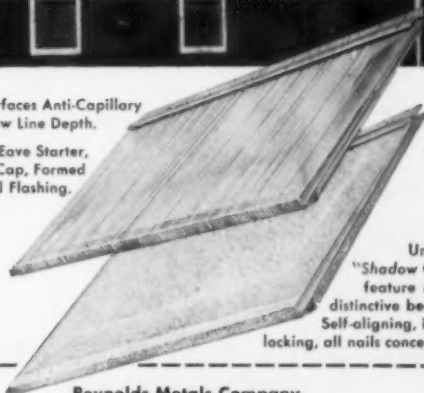
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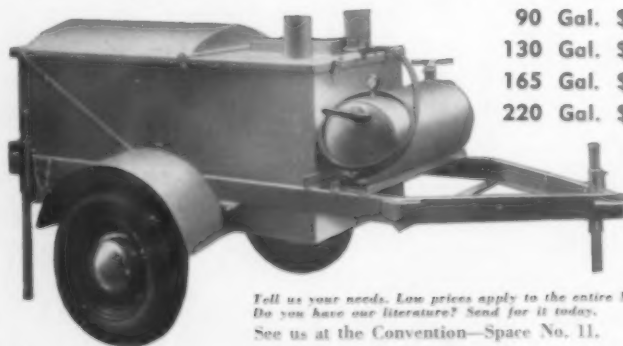
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In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

**Sheet Metal Shop Practice.** by Leroy Fowler Bruce. 251 Pages, 296 illustrations, \$4.00. The experience-tested practices of an expert craftsman.

**Asphalt and Allied Substances.** by Herbert Abraham. 1,515 Pages, 2 Vols., \$26.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing—asphalt shingles, built-up roofing and waterproofing.

**Skylight and Room Tables.** by H. Collier Smith. 134 Pages. \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

**How to Estimate for the Building Trades.** by Townsend-Darzell-McKinney. \$5.75. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

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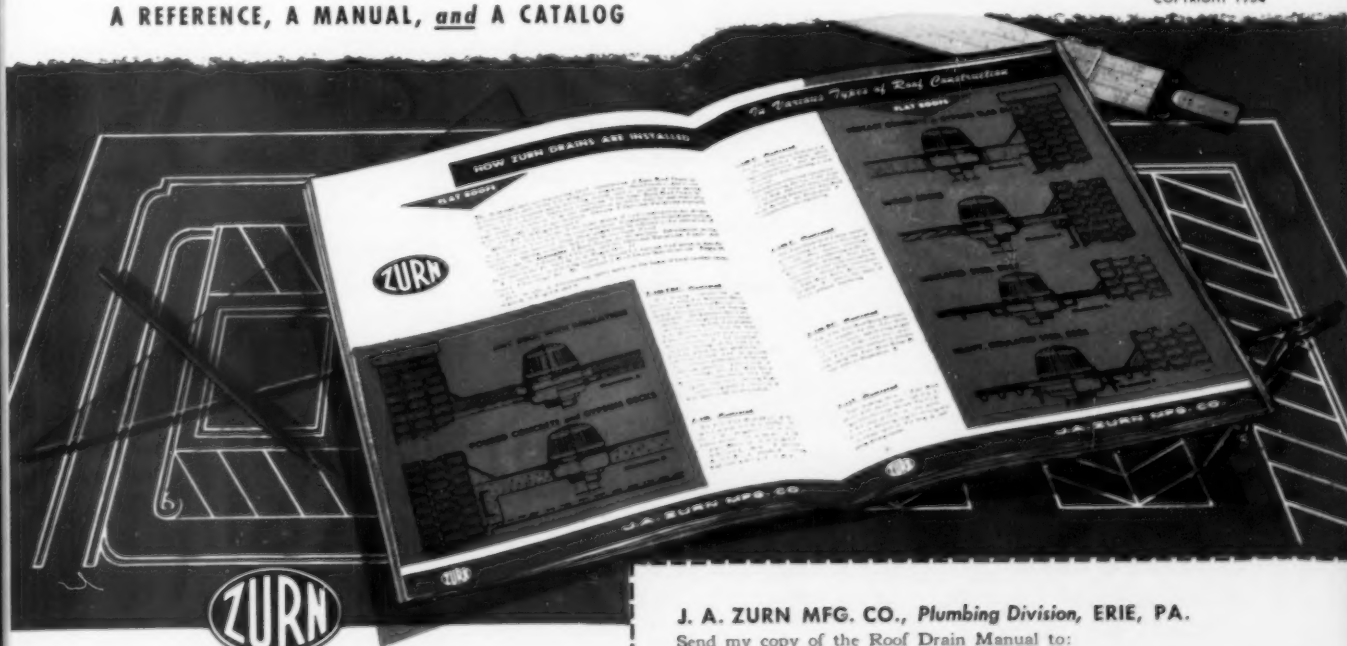


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(Continued on Page 23)

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Publishers of

## Roofing, Siding & Building Specialties Manual

Vol. 45

JANUARY, 1955

No. 1

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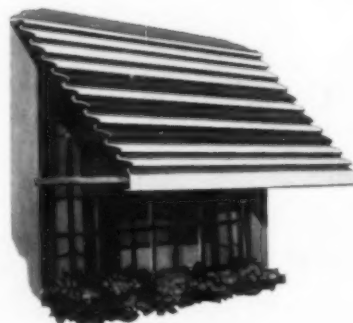
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# AMERICAN ROOFER & SIDING CONTRACTOR

January

1955

## Roofers may have record '55 if construction boom holds up

Roofing and siding contractors may very well have their best year in 1955. Why? Construction is booming, and all indications are that it will continue to boom as the following Dodge report states. But, secondly, and perhaps more important: prospects in modernization and repair of structures are the greatest in years. How much each contractor will get will depend on his individual business acumen.

THE nation's construction industry has plenty of room to go on expanding next year and afterward because today's record-breaking dollar volume of construction activity is still well below the proportions of a speculative boom, it was asserted by Dr. George Cline Smith, economist for F. W. Dodge Corporation, addressing the Chicago Building Congress at the LaSalle Hotel.

Comparing today's situation with what he said was generally agreed to be a real construction boom in the 1920's, Dr. Smith pointed out that when increases in construction costs and growth of the nation are taken into account, today's volume of construction is proportionately well below the peaks reached in 1926 and 1927.

"In 1926 and again in 1927," Dr. Smith said, "new construction put in place totalled a little over 12 billion

dollars. That was the highest peacetime peak ever reached until 1947, when the current upsurge passed it up.

### "Hurricane Hazel": It Brought Business With Timely Ad

"It's An Ill Wind—"

Hurricane Hazel provided a Dayton, Ohio, roofing concern with an opportunity to promote roof work on homes in the Dayton area.



**HURRICANE**

**HAZEL IS GONE!**

**HOW IS YOUR ROOF?**  
LET'S NOT WAIT FOR HAZEL'S SISTERS

**REEROOF NOW!!!**

Per Next Year **\$180<sup>00</sup>** Average 1000 Sq. Ft. Roof

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Home Builders & Modernizers, Inc., 833 S. Ludlow St., followed up the  
(Continued on Page 27)

"This year, 1954, total new construction will amount to \$36 billion or so, setting a new all-time record for dollars spent. So today, it would appear, we're building about three times as much as we did in 1927.

"Unfortunately, when we measure construction in dollars, we're using a rubber yardstick—because construction costs have nearly tripled since 1927.

"If we put our present rate of construction into 1927 dollars, we find it has shrunk to 14 billion, instead of 36 billion. That's still a little gain over the 1927 boom of 12 billion.

"But the country has grown since 1927. We have to adjust for population changes, and what do we find? New construction per capita in 1927 was just about twice as much as it is in 1954, after taking cost into account.

"We can gauge the size of present construction outlays in still another way. In the boom years 1927-29, construction expenditures accounted for more than 15 per cent of the total national output; for the past three so-called record-breaking years they have averaged less than 10 per cent. On this basis, we have only two-thirds of a boom.

"Therefore, we can rule out any  
(Continued on Page 27)

## M. V. Coffey to keynote NRCA Convention, Cinci., Jan. 17-19

**M**ARTIN V. COFFEY, Director of Merchandising, The Philip Carey Company will be the featured speaker at the three-day Convention of the National Roofing Contractors Association, which begins January 17th at the Netherlands Plaza Hotel.

Mr. Coffey, nationally known speaker on dynamic selling and merchandising in the roofing industry, represents a major firm which has its headquarters in Cincinnati, site of the Convention. Philip Carey will not only provide the featured speaker, but will play host to a tour of its Lockland shingle plant on Tuesday, January 18th.

Other speakers at the three-day continuous Forum, which will operate only in the afternoons this year, include numerous experts in various phases of the roofing and siding business.

### Simon To Open Forums

Walter Simon, who hails from St. Louis, and is completing his second year as President of N.R.C.A., will open the first day Forum with a discussion of Costs & Overhead.

Clyde Scott, well known roofer from the Empire Roofing Company of Chicago, and Secretary-Treasurer of N.R.C.A., will lead the second day Forum, devoted to Built-Up Roofing. John Ennis, N.R.C.A. V-P, and a member of Guarantee Roofing Co., Terre Haute, Indiana, will chair the third day Forum which will include most or all of the following, depending on the time situation: Asphalt Shingles, Merchandising of Shingles and Siding,

Roofing and Siding of Homes, General Selling and Advertising.

### Election Dates

Elections, an important feature of the Annual Conventions, will be held on Wednesday, January 19th. Nominations will be finalized on the Monday preceding. Announcement of the new officers will be made at the Annual Banquet on Wednesday Evening.

### Hospitality Parties

Manufacturers will sponsor parties on each of the three nights, Sunday, Monday and Tuesday. Schedule of the parties to which all are invited, members and non-members, is as follows:

**Sunday Night, 5 P.M. to 9 P.M.:** German Garden Party, sponsored by Philip Carey. This will be a typical



Right: At last year's Forum, the three important guests shown were caught in a moment of intimate conversation. From left: Charles D. Aquadro, Union President; Dennis V. Carey, Executive Mgr., Roofing Contractors Assoc. of Cal.; and W. F. Patterson, U. S. Dept. of Labor, Bureau of Apprenticeship.

party of its kind, such as Cincinnati has specialized in for many years, and includes a brass band, beer, and other fixings.

**Monday Night, 5 P.M. to 7 P.M.:** Ludowici-Celadon Co. sponsors a reception.

**Tuesday Night:** Owens-Corning Fiberglas Corporation sponsors an open party.

**Wednesday Night:** Of course a floor show and banquet will be the feature of the Annual Dinner, a subscription affair, to which all who purchase tickets are invited.

### For the Ladies

As is customary, a complete program for the ladies, will be included in the program for those feminine members of the roofing families who wish to





**Booth  
No.**

**Exhibitor**

- 1 — Labco, Inc.  
2 — The Philip Carey Mfg. Co.  
4 — Keasbey & Mattison Co.  
6 — Pittsburgh Corning Corp.  
9 — Ludowici-Celadon Company  
11 — Matt Coil-Less Burner Co.  
12 — Campbell Equipment Company  
14 — Bird & Son, Inc.  
15 — American Associated Co.  
16 — The Celotex Corporation

**Booth  
No.**

**Exhibitor**

- 17 — Barrett Division  
21-22 — Lloyd A. Fry Roofing Co.  
23 — Certain-Teed Products Corp.  
24 — U. S. Gypsum Company  
25-26 — Littleford Bros. Inc.  
27 — Nixalite Company of America  
28 — G. H. Tennant Company  
29 — Globe Roofing Products  
30 — The Logan-Long Co.  
31 — Johns-Manville Sales Corp.  
33 — Aluminum Co. of America  
34 — Aeroil Products Company, Inc.  
35 — The Ruberoid Co.  
37 — Smith Hoist Mfg. Co.  
38 — Reimann & Georger, Inc.  
39 — Marble Products Co. of Georgia  
40 — Garlock Equipment Company  
42 — Julien P. Benjamin Equip. Co.  
43 — Roofmaster Products Co.  
44 — Blackwell Burner Co.  
45 — Lexsuo, Inc.

**Booth  
No.**

**Exhibitor**

- 46 — Biebel Roofing Company  
47 — A. E. Schlesinger Co.  
48 — Evergreen Slate Co. Inc.  
50 — Nelson Stud Welding  
51 — Armstrong Cork Co.  
52 — Koppers Company, Inc.  
54-55 — Owens-Corning Fiberglas Corp.

participate. On Monday, busses will leave the hotel for Eden Park and the Kohn Observatory. Later a stop will be made at the Rookwood Pottery and the Cincinnati Art Museum. The Museum stop will include luncheon and a tour.

Tuesday's tour will take the ladies across the river to the Blue Grass State and will also include stops at the Cincinnati Music Hall, Cincinnati Symphony Orchestra, and Cincinnati's Educational TV station.

Wednesday there will be a luncheon at the Netherlands Plaza featuring a talk by a well-known fashion stylist

on "Gumption, Glamor and Grooming."

**Hotel Reservations**

Rooms are available at the Convention Headquarters, the Netherlands Plaza Hotel and at the Terrace Plaza, an even newer hotel, close by, for the overflow. Reservations, which C. C. Figge, Executive Secretary, advises should be made early, range in price from \$4.50 to \$11.00 per day for single rooms, \$9.50 to \$13.50 for double bedrooms for two, \$11.00 to \$16.50 for twin bedroom for two, and \$19.50, \$25.00 and up for parlor and bedroom suites.



C. C. Figge, caught with his usual warm smile at the Convention in New Orleans a year ago.



Left: interior of the wood-paneled Hays Roofing Co. office, showing Mrs. Sylvia Marcum, the firm's secretary. Job-assignment board is visible at the upper left. Also in view is one of the trophies won by the Hays Roofing Co. Haysettes, a sponsored national tournament softball team.



Right: the Hays Roofing Co. operates its own Diesel semi-trailer to save on freighting costs and time between Los Angeles and Phoenix. Pictured is Eugene Hammons, the Diesel's driver.

## Phoenix roofer does own freighting to reduce costs

**"YOU'VE** got to cut your costs to the bone to stay in the roofing business. We try to do it by running our own Diesel truck to the West Coast three times a week to pick up the materials we need."

J. R. Hays, of Hays Roofing Co. in Phoenix, arrived at the decision to purchase the semi-trailer two years ago and has not regretted it. In fact, as Mrs. Sylvia Marcum, his secretary, puts it: "It has more than paid for itself already."

This kind of foresight is typical of the way Mr. Hays has developed his roofing and siding business.

Nine years ago, just fresh out of the marines, 25-yr. old J. R. Hays began operating his present roofing business out of an office in his home in the Phoenix southside area. Today, his Hays Roofing Co. is a going concern that booked \$356,000 in roofing and siding jobs last year.

By **MORRIS P. ROSEN**

Back in 1939, young Mr. Hays began to get the background needed for his post-war roofing contracting work under the tutelage of his father J. H. Hays. The older Hays did roofing and home repairs in the area and gave J. R. and his brothers the experience they were to use later on in the roofing and siding contracting business.

J. R. Hays found this apprenticeship invaluable when he was hired to supervise roofing crews during the construction of the Reynolds Aluminum plant in Phoenix and the prisoner-of-war camp in Papago Park.

In 1945 he went into partnership with Bill Stevens in the roofing and siding contracting business but bought out the latter's interest within a few months. From then on, the Hays Roofing Co. became synonymous with J. R. Hays. From 1946 to 1948 the firm was

located just two streets from its present location on East Henshaw Road which is right on the city's truck route.

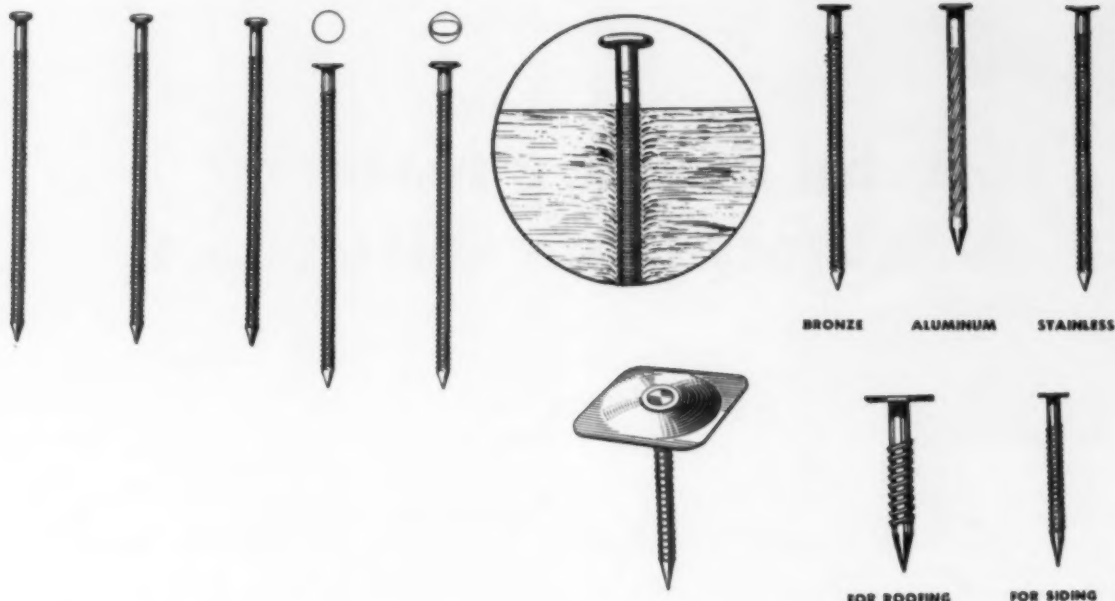
Present quarters for the company are in a remodeled army barracks whose waiting room and three offices are finished off attractively in redwood and mahogany and kept spick and span—thanks to the supervision of Mrs. Sylvia Marcum, the firm's office manager and secretary. What is now storage space at the rear is expected to be modified soon to include two additional offices.

### Neon Sign

An overhead neon sign calls attention to the neat store front arrangement. A red composition roof completes the picture.

Behind the office building are the warehouse facilities, consisting of loading dock and individual storage sheds

(Continued on Page 123)



## Use of threaded nails puts insulating siding on to STAY

THE application of insulated siding—or, for that matter, of any type siding, shingles or shakes—is a costly operation. Properly applied, it should last indefinitely, and that is just what your customer expects it will do. And he has a right to expect it.

The plain fact of the matter is, however, that in hundreds—probably thousands—of such jobs, the siding has loosened up within a few years, requiring expensive repairs, and more often than not resulting in damage to structures and contents because of leaks in the siding which permitted rain to enter the building. In fact, it often happens that the first notice of loosening shingles, shakes and siding comes when interior walls are soaked in a heavy rain.

### Taking A Licking

Naturally enough, the owner of the premises puts in a hurry call to the siding contractor, and if he gets a big bill for repairs—as has more than once happened—he thinks he took a terrific

By **GEORGE C. STONE**  
Sales Manager  
Independent Nail & Packing Co.

licking on a job which he had expected to be good for years.

And he's likely to tell his friends and associates about it, which isn't good for the roofing and siding business.

### Expansion Conditions

When you consider the contraction and expansion of wood under the normal changes in weather, and the stresses and strains which wind and weather put on the nails which hold insulated siding, shingles or shakes, it is easy to see that the nails must hold or the siding will soon come loose. The ordinary smooth shank nail simply doesn't have the gripping power to resist these forces, and the result is that after a time—as short a time as a few years—smooth shank nails loosen, “pop” and back out. Panels of the siding loosen, ruining the appearance of the walls. Rain and weather get in, and you have

an irate customer demanding satisfaction.

### Smooth Shanks “Popped”

This is exactly what happened in Bridgewater, Mass. a few years ago. The owner of a large factory building spent a considerable sum to have insulated brick siding applied. Ordinary nails were used. The job looked good, the walls were tight, and the insulating value of the siding cut heat losses.

But in less than five years, the nails had “popped”—some of them as much as 1½ inches—and the entire job had to be renailed.

This time it was done with threaded nails especially designed to do the job. The labor cost was in the vicinity of \$1,500 for the renailling job. But the new nails are still holding tight—in to stay for the life of the insulated siding.

### Tests Prove Worth

One of the most dramatic demonstrations of the ability of threaded nails to  
(Continued on Page 28)

## Liquid coating material weatherproofs slate roofs

AS a roofer in Chester, Pa., it is only natural that I would notice the large number of fine old homes in town with slate roofs. I also noticed that an increasing number of these roofs were being covered with asphalt or slate shingles. Evidently, the nails and flashings were rusting away from the almost indestructible slate. It seemed a shame that a man who has gone to the expense of putting a slate

By B. W. PEOPLES

roof on his home should be forced to cover it up in time, even though the slate itself is practically like new. With this thought in mind, I looked around for a coating material that would preserve both the protective qualities and the appearance of slate roofs. In addition, I wanted something that would be less expensive and more durable

than the other materials sometimes used to cover slate.

I read in Life magazine early this year about a liquid, air-curing neoprene that seemed to have good possibilities. One trial convinced me the product was just what I wanted. The liquid neoprene can be applied with a long handled brush and it cures in air into a sheet of real chemical rubber. The liquid coating seeps down into all the cracks and crevices in the slate and dries in just a few hours to form a tough, resilient coating that actually cements the slates into a weatherproof unit. The results are so satisfactory that I have no worries about giving a 15 year guarantee on each job.

One of the big advantages of the liquid neoprene is that it is thermosetting and not thermoplastic. This means that it gets tougher under hot sun and will not melt or run like

(Continued on Page 32)



Three steps in the application of liquid neoprene are shown in these photos. Above: preparing the roof by checking for loose chips and resetting loose slates. Left: Primer is put on all large cracks and exposed wood. Above, left: Actual application of the neoprene. It seeps down into all cracks and crevices.





Left: Hotel Sherman, Chicago, scene of March's Nersica Convention.

Right: John W. Milford, Nersica's PR counsel, who will speak on the subject to contractors.



## Record 8,000 may come to NERSICA'S first Chicago show

**A**N attendance of over 8,000 is indicated for NERSICA's 1955 National Home Improvement Show, on the basis of preliminary reports issued by C. N. Nichols, Managing Director.

The NERSICA Show is invading the West for the first time, with exhibit headquarters at the Hotel Sherman in Chicago, from Sunday, March 13, through Monday, Tuesday and Wednesday, March 14, 15, and 16, 1955, after meeting for many years in Atlantic City and New York.

Attendance at the shows has shown a steady rise with a 1,861 mark set in 1952, 4,880 in 1953 and an all-time record thus far, of 6,111 in 1954. The NERSICA Convention is now rated as one of the ten largest exhibitor shows in the United States.

There will be 172 booths for exhibitors at the Hotel Sherman, the same number as were filled last year at the Statler in New York. This, too, equals a record for NERSICA.

National Home Improvement Month will be sponsored by NERSICA during March of 1955, in conjunction with the exhibition and convention. The event has been registered with the Domestic Distribution Department of the Chamber of Commerce of the United States for inclusion in its annual listings of special days, weeks and months, it was reported.

The slogan or theme tentatively decided upon, it was stated, is "Good home care means a carefree home."

During 1954 NERSICA, Inc. was legally established as the official name of the organization, which now calls itself "A National Association of Maintenance, Repair and Building Improvement Contractors." The initials formerly stood for National Established Roofing, Siding & Insulating Contractors Association.

With the emphasis now officially on an industry stated to number approximately a hundred thousand maintenance, repair and improvement contractors throughout the United States, attendance at the Annual Conventions will be drawn increasingly from this larger group.

### Convention Features

"Misrepresentation and 'Bait' Advertising and What Can Be Done About It", will be one of the major featured forums of the Convention, occupying a good part of the March 16th, Wednesday, programming.

Preliminary reports indicate that FHA Commissioner Norman P. Mason will speak on "What FHA Demands". Other speakers on the various problems of ethics in the business will include the Chairman of the Association of Better Business Bureaus on the work

of the "Bait Advertising Committee", the Advertising Manager of The Chicago Tribune on "The Newspaper's Responsibility" and Mr. Nichols on "What Business Can Do About It".

How to counteract such problems as the "black eye" given the industry as a result of the FHA investigations will be discussed at a new special event to be called the Public Relations Forum. NERSICA Public Relations Council John W. Milford will speak and act as moderator for this forum which will include the public relations director of a building contractors association such as the National Association of Home Builders and the P.R. representative of an association having a Public Relations program on a local level.

With both national and local aspects represented contractors and dealers will get an idea of how they can tie in their own public relations operations with whatever national programs are under way.

### Service Program

Insurance plans, personal service and advice offered by NERSICA's Tax Attorney will all be tied into a special Services Forum given Tuesday, March 15th. With Managing Director C. N. Nichols serving as moderator, questions will be answered by all five Service

(Continued on Page 29)



## SBA Has Made 858 Loans To Small Firms In First Year

Wendell B. Barnes, Administrator of the Small Business Administration, has announced that his Agency has approved 858 business loans totaling \$47,323,000 to assist small firms during the first year's operation of its financial assistance program.

Nearly 70 percent of the loans—588 loans totaling \$33,884,291—were made in participation with the Nation's private banks, and about 30 percent—270 loans totaling \$13,438,435—were made directly by the Small Business Administration.

Mr. Barnes explained that the Small Business Administration's financial assistance program came into being October 1, a year ago, following the termination of the Reconstruction Finance Corporation's business lending program.

## Reynolds To Build First Sales Office-Warehouse

The aluminum industry's first combination sales office and warehouse building will be erected by Reynolds Metals Company at Third and Marin Streets, San Francisco, according to an announcement by David P. Reynolds, the aluminum firm's vice-president in charge of sales. The warehouse portion will be leased to Clingan & Fortier, a distributor for Reynolds in the area.

The San Francisco building, which will be constructed largely of aluminum, will have about 38,000 square feet of warehouse area, and 7,500 square feet of office space on two floors. The building will have an all-aluminum exterior—exterior walls will consist of Reynocell panels, which are lightweight aluminum-faced panels with a honeycomb interior composed of resin-impregnated paper.

## H. M. Day To Direct FHA Insurance Operations

Appointment of a Westerner to direct the operating functions of the Federal Housing Administration was announced recently by FHA Commissioner Norman P. Mason.

Commissioner Mason said that Henry M. Day, 50, of Salt Lake City, Utah, on December 1 will move into the new position in FHA of assistant commissioner for operations.

Since September 14, 1953, Mr. Day has been the director of the FHA office in Salt Lake City, in charge of FHA insuring programs for the State of Utah.

In his new position in Washington headquarters, according to the announcement, he will have over-all responsibility for the

direction of the nation-wide insuring operations of the FHA.

Reporting to him directly will be the directors of the home mortgage division, the multi-family housing division, the division of home modernization and repair and the property management division.

## Vandermiller Represents Quaker State In Southwest

Sid Vandermiller, of 607 North Buckner Boulevard, Dallas 16, Texas, has been appointed regional factory sales representative for the new cross corrugated aluminum roll roofing, it was announced by A. H. Charlton, vice president and sales manager, Quaker State Metals Co., Lancaster, Pa.



SID VANDERMILLER

Mr. Vandermiller's territory will include the states of Texas, Oklahoma, Louisiana, and Arkansas.

Mr. Vandermiller, a resident of Dallas, will make his headquarters in that city. A veteran of over twenty years in the building materials field, he has developed the Southwestern territory for some of the largest roofing and siding companies.

## Powell Named Acting Mgr. of Koppers Research

Dr. A. R. Powell, who has been associate manager of the central Research Department of Koppers Company, Inc., since 1949, has been named Acting Manager of that Department following the resignation of Dr. G. F. D'Alelio, it was announced today by W. F. Munnikhuisen, Koppers Executive Vice President.

Mr. Munnikhuisen also announced that Dr. D'Alelio, who has managed Koppers research since 1949, has consented to remain with the Company for the time being to

carry out a special project on high-impact plastics.

One of the nation's leading scientists in coal chemical technology, Dr. Powell will coordinate research activities of Koppers six operating divisions and assume responsibility for operations at the Company's laboratories at Verona, Pa., and for coordination of Company-sponsored fellowships in various national research institutions and universities.

## J-M To Sponsor TV Show; "Meet The Press" in '55

Starting in January, Johns-Manville will co-sponsor the well-known half hour Sunday television program, "Meet the Press".

According to H. M. Shackelford, Vice-President in charge of Sales Promotion and Advertising, Johns-Manville Sales Corp., twenty-six stations of the National Broadcasting Company coast to coast will carry the program.

The first Johns-Manville sponsored broadcast of "Meet the Press" will be Sunday, January 9.

## National Gypsum Enlarges Western Sales Operations

National Gypsum Company (Buffalo, N. Y.) has announced the establishment of new sales district headquarters in Indianapolis and Denver effective January 1st.

John P. Hayes, who formerly represented the company in the Indianapolis area, will become district manager with offices in the Chamber of Commerce Building, Indianapolis. The new district will embrace most of Indiana and parts of Illinois and Kentucky.

Eric F. Grosse, who has represented National Gypsum in Denver for the past six months, will become manager of a new district which includes Colorado, Arizona, and parts of Montana, Nebraska, New Mexico and Wyoming. The district sales office is in the building of the first National Bank of Englewood, outside of Denver.

## Census Bureau Soon To Survey Business and Industry

The Bureau of the Census, U. S. Department of Commerce, is now sending to the printer the report forms to be used in the forthcoming 1954 Censuses of Business, Manufactures and Mineral Industries. These forms will be distributed early in 1955 to all establishments from which individual reports will be required. Approximately

(Continued on Page 31)

# Translucent panels are an ideal market for contractors

## Photo of the Month

The unusual action shot on our cover this month shows a mechanic applying a panel of the Alsynite Company of America's translucent fiberglass material to the roof of a new school building. Here it will serve both as skylight and as a source of light and sun. Installation is simple as the photo and the exterior shot on this page both indicate. Details of this rapidly growing market are told in the article which follows.



Mechanic nails section of translucent fiberglass panel which is to form part of skylight. Note how it nests into corrugated metal roofing.

By **JOHN S. BERKSON**  
Alsynite Company of America

**R**OOFING and siding contractors and dealers, always seeking new and profitable items to handle, cannot afford to overlook the translucent fiberglass building panel. By its very nature, it fits directly into their normal activities, and the amazing growth of the industry is indicative of the demand for this attractive new material in every section of the construction field — residential, industrial and commercial.

The translucent panels are formed by combining precolored resins with fiberglass mat under heat and pressure into a building material which combines great strength with beauty and utility. Sheets are formed to match a great variety of standard corrugations in sheet metal, aluminum, asbestos, etc.

Our company, who originated the product, currently offers twenty standard colors and eleven standard corrugations through their stocking distributor; all over the country. Flat sheets are also available.

The material installs just like sheet metal — it can be sawed, nailed, drilled and bolted. The panels are extremely light in weight (approximately 8 ounces per square foot) and, because

of their extraordinary strength, require only the lightest framing.

They are weatherproof, mildew-proof, rot-proof, and the brilliant colors are sealed in to provide permanent and maintenance-free installations.

Uses for the translucent panel are limited only by the imagination of the user. In the industrial field, they can be built into metal buildings to provide a permanent and inexpensive light source.

## As Skylights

Installed as skylights or sidewalls, no special framing is required, and the high diffusion factor provides a soft, glareless and highly usable light. In the residential field, fiberglass panels are rapidly replacing glass and metal for patio coverings, awnings, partitions, and shatterproof shower doors. A list of some of the commercial corrugations which can be matched with these panels is given below:

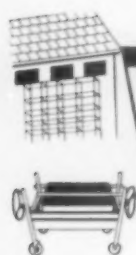
Standard 25½" corrugated steel, protected steel and aluminum  
4.2" corrugated asbestos

2.67" Deep corrugated aluminum  
5.3" V Beam protected metal  
5V Crimp aluminum.

Translucent fiberglass building panels have proven themselves in use over a period of some seven years. Their use in industrial buildings has permitted even diffused daylighting at lower cost. Their ease of installation, the fact that they are practically shadowproof, and their high light diffusing factor have made them interesting to the architect and a matter of pride to the owner.

In this day of dynamic coloring and concern over the psychological effect of various colors, the ability of translucent fiber-glass reinforced panels to bring basic colors into a building has solved many problems. In the application of this material to awnings, the strong diffusing factor of the material and the fact that the percentage of light transmission may be varied at will by the manufacturer, have permitted the development of an awning which gives shade without glare, permitting light to come into a room, at the same time giving many of the benefits of an opaque awning.

In the building materials field, fiberglass reinforced polyester panels are probably the largest single use of plastic to be evolved to date.



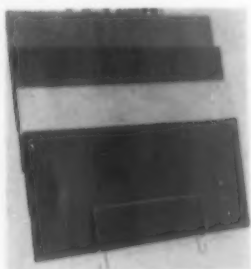
# WHAT'S NEW



## Equipment—Booklets—Practice—Materials

### Siding Display Rack

To bring quicker sales and increased profits to dealers and applicators, The Philip Carey Mfg. Company is offering a wire display rack for Ceramo, the asbestos siding with the permanent, washable ceramic glazed surface.



This rack can be used as a window display or counter display, at fairs and home shows to exhibit at its best advantage, the striated texture of Ceramo and four of the following available colors: Whiter Brighter White, Sherwood Green, Granite Gray, Congo Brown, Sage Green and Salem Red.

### Guide on Roof Drains

A complete, informative reference prepared to aid in the specification and installation of roof drains is being released by J. A. Zurn Mfg. Co.

It's called Zurn Roof Drain Manual No. 54-1. Of special interest are engineering drawings showing type of drain to use and how to install drains in standard types of roof construction. Roof drain outlet and sizing data are included.

Several feature pages are devoted to special problems, such as snow and ice removal, cloudburst drainage, and roof expansion and contraction protection. Drains and recommended drain arrangements for Open Deck Parking Areas and Outdoor Recreation Terraces are also shown.

Quick reference to easy-to-understand material is also achieved. The manual has an illustrated index. Clear product descriptions and sufficiently large dimensional drawings are provided for easy, safe drain selection. All Zurn roof drain sizes and types are included in the new manual.

### Sales Demonstration Book

National Gypsum Company recently has announced its new Asbestos Siding Sales Demonstration Book—a unique selling-tool

for asbestos siding and roofing contractors. According to John W. Brown, Vice President in Charge of Dealer Sales, this book is the result of extensive consultation with many top-notch siding contractors. The company plans to make it available to leading contractors through the National Gypsum Sales Force.

Among the special features of this Gold Bond "Pitch Book" is the way it shows the actual appearance of a house sided with any color Gold Bond Asbestos Siding Shingle. Designed to help the contractor sell homeowners on the long-lasting beauty of Gold Bond Asbestos Siding Shingles, the book is massive and rich-looking, and uses full, natural color throughout.



The prospect first reads a quick summary of the advantages of Gold Bond Siding Shingles and then sees colorful "before-and-after" photos of actual jobs. Space is provided for the contractor to insert some of his own local job photos, too.

The real selling power of the "Pitch Book" comes from the color reproductions of actual Gold Bond Siding Shingles. When special sheets are inserted behind full-color transparencies of house designs, the prospect sees exactly how his home will look sided in the color of his choice. The book comes complete with a pad of certificate forms which are used to register each siding job with National Gypsum Company.

If further information is desired about articles appearing in the pages of AMERICAN ROOFER & Siding Contractor send a card or a letter to the editorial department, attention, Mr. Fred Feder, 425 4th Ave., N. Y. 16, N. Y.

### Contractor Safety Book

"100 Ways to Save a Buck"—a handy booklet for cost-conscious construction contractors—has been published by the National Safety Council.

The booklet is an illustrated reprint of a talk by John A. Volpe, president and treasurer, Volpe Construction Co., Malden, Mass., before the Council's Construction Section at the 39th National Safety Congress. Mr. Volpe outlines the accident prevention program of his company and shows the many ways in which safety pays off in dollars saved. He includes a brief 10-point construction safety program for contractors.

The 32-page booklet is printed in two-colors and contains many photographs illustrating the way in which accident prevention can be promoted on a construction job.

### Portable Fire Pot

The Turner Brass Company has announced the introduction of a new Tinner's Fire Pot combining all the advantages of an indoor unit, yet easily portable for on-the-job use. A specially designed U-Type burner and heating chamber is heated quickly and economically with liquified petroleum gas . . . saves warm-up time on every job.



The fuel will not spill or fall out, since the broad-base tank is virtually tip-proof, making the unit perfectly safe for inside use on jobs with fire hazards. The fuel is chemically stable, non-toxic, non-explosive from concussion, and produces no monoxide gas or other noxious fumes. The flame is clean . . . without grease, soot, or smoke.

The heating chamber accommodates two 8-lb. or three 6-lb. coppers . . . has two cross-bar rests for holding coppers, and a heavy cast shelf for coppers when they are not in use. The entire unit, including coppers, can be easily carried by the bail. Three

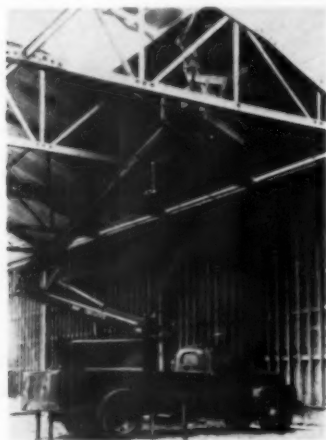


sizes are available: No. LP900 with 11-lb. tank; No. LP901 with 5-lb. tank; No. LP902 with 20-lb. tank. All units fit tanks with 3" flange valve.

\* \* \*

### Aerial Platform

Special operating and safety features which the manufacturer states mark it as one of the most important developments in the industrial equipment field in recent years are incorporated in a hydraulically-operated aerial platform being introduced by Pitman Manufacturing Company. Operated by its own independent power source, Giraffe is sold as a completely self-contained unit that can be easily installed on a truck in a matter of hours. Factory installation is not required. Giraffe also can be installed on a barge, dock, trailer, flatcar . . . wherever desired.



With a two-section boom that can put a workman 40-feet into the air, Giraffe can handle up to 450 pounds at any radius with no outriggers, can handle 1000 pounds at any radius with outriggers. The boom of the Giraffe can be rotated continuously in either direction and its two sections can be moved up or down independently or at the same time, affording almost unlimited versatility of movement.

\* \* \*

### 1955 Calendars

As in previous years, while the supply lasts, David Levow will be glad to send to contractors who ask for same on their printed stationery, one of their large calendars for 1955.

These calendars have important reference tables on the last page, especially compiled for the trade, giving information on:

Comparison of Wire Gauges

Table of Diameters, Circumferences and Areas of Circles

Physical Properties of Metals

Dimensions of Standard Pipe Sizes

Slopes of Roofs

Expansion and Contraction

Weights of Copper Nails

Weights and Measures

Rules for Mathematical Calculations

Sizes of Drills to be Used for Corresponding U. S. Standard Tape

Weight of Sheet Zinc

Thickness of Copper

# NEW DEALER IDEAS

by HANK SILAS

## WHERE IN THE WORLD ARE WE GOING?

Does Joe Dealer Deserve a Break?

**M**R. JOE DEALER spends years of hard work advertising, hard-plugging and selling product brand names. Products which are nationally advertised. Established brand names of ethical manufacturers. His business flourishes for a while. Everything seems to be okay, THEN HE SUDDENLY AWAKENS to find out he is not in business at all as an exclusive dealer.

## Better Manufacturer Dealer Relationship Needed

The products he worked so hard to establish in his granted territory begin



Smart Ranch Type Home —  
Red Quikbrik

showing up in the hands of jobbers who sell at carload prices to cut rate outlets and lumber yards or do-it-yourself promotions. Although dealer and distributor relationships were supposed to have been mutual, JOE DEALER HAS BECOME THE VICTIM of this malicious merchandising and distribution practice.

## Here's Our Point

All the security of owning his own business, all the glamour of being a respected, substantial dealer has faded. THESE SITUATIONS ARE COMING TO LIGHT EVERY DAY. Money-mad manufacturers and distributors are literally ruining small businessmen, destroying the work of free enterprise.

We believe Joe Dealers are entitled to a break. REAL DESERVING EFFORTS SHOULD BE RECOG-

NIZED AND PROTECTED by the manufacturer, with bonafide mutual dealer-manufacturer franchises and contracts.

## New Concept of Manufacturer Responsibility

We at American Cement Products, Inc. have such Quikbrik franchises available to worthy dealers who want to make money in an established business with products that won't end up in cut-throat competition. We are proud of our Quikbrik dealer earnings by some 200 Quikbrik dealers throughout the nation.

THESE QUIKBRIK DEALERS ARE NOT FAST-BUCK MEN. They are substantial, reputable men who like the long pull, selling fine-quality products and QUIKBRIK IS THE BACKBONE of their business. Nationally advertised, a beautiful dealer advertising program, EVERYTHING YOU NEED IS AVAILABLE TO HELP YOU SELL QUIKBRIK and a factory backing few products offer. Check our Dun & Bradstreet.

If you feel you have the know-how and want to get in on this deal, let us



Ideal Application for  
Commercial Buildings

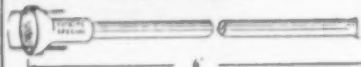
suggest you contact us at once. Quikbrik dealerships are available for some fortunate men or firms.

Write, wire, phone or come to Detroit.

American Cement Products, Inc., 7306 Puritan Ave., Detroit 38, Michigan. Phone: UNiversity 2-9342.

## Aluminum Mop Handles

Improved for  
Cooler handling  
Longer lasting



Light weight. Outlasts wood many times. Unbreakable, economical. Will not burn.

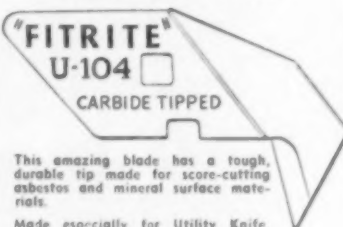
and now  
**PLUGGED** to keep 'hot' from running up inside.

**THRU-BOLTED** to keep mop head securely on.

**A HOLE IN THE CAP** allowing heat that might arise to escape.

Offered in 6', 7', and 8' lengths.

## FOR FASTER, CLEANER SCORE-CUTTING



This amazing blade has a tough, durable tip made for score-cutting asbestos and mineral surface materials.

Made especially for Utility Knife. Can be used with other holders.

## "FITRITE" 3-WAY CLAMP



Throat  $3\frac{1}{2}$ " deep

Jaws  $3\frac{1}{2}$ " x  $\frac{1}{4}$ "

A necessary tool for every sheet metal man. Use it for on-the-job bending, forming, straightening and seaming.

Price \$3.55

## ADJUSTABLE PIPE SNOW GUARDS

"Fitrite"



3 Pipes  $\frac{3}{4}$ " I.P.S. Bronze and Galvanized for all types of steep roofs—slate, tile, flat or corrugated metal and composition.

"Protector"



2 Pipes  $\frac{1}{2}$ " I.P.S. Bronze and Galvanized, installed on old roofs without removing slate.

Write Dept. "R" for catalogues and prices. To protect Trade, please use your printed stationery.

**DAVID LEVOW** 308 West 20 St  
NEW YORK  
TELEPHONE CH 1-1740

## Skyscraper College Completely Scaffolded For Roofing Job



Roofing contractor Frank Staar & Sons of Chicago installed the scaffolding on the skyscraper roof shown above, in order to apply 67 squares of 40# felt, flat lock, lead coated sheets, fastened in nail crete slab with copper cleats, sheets 24" x 30". The tubular steel scaffolding used consisted of 2050 couplers, and 13,830 feet of tubing.

*Photo & Data Courtesy Patent Scaffolding Co.*

## World's Largest Asbestos Mill Being Built In Canada By J-M



World's Largest Asbestos Mill, at the Canadian Johns-Manville Jeffrey Mine, Asbestos, P.Q., will have a production capacity of 625,000 tons annually when completed in early 1956. Shown above is the first half of the building, now in operation. Of steel and concrete construction, the new mill is covered with corrugated asbestos-cement sheathing.

## Nailing It Down

(Continued from Page 9)

been underscored by a letter from Commissioner Norman P. Mason to FHA's field office directors.

The letter asks the directors to request all persons or firms doing business with their field offices to cooperate by refraining from tendering favors, and thereby avoid creating situations of grave embarrassment to federal employees. In the letter, adherence to the policy is urged especially in view of the coming holiday season.

In an earlier directive to all FHA employees, the Commissioner told them they "may not, under any circumstances, accept any gift or gratuity, regardless of the value, from persons or firms having official business with the Administration.

"The acceptance of gifts or gratuities by FHA employees, or the failure to report the tendering of such gifts, will be the cause for severe disciplinary action."

The Commissioner's latest step was taken to make it clear to all persons and firms dealing with FHA that the offer of gifts or favors will not be condoned. The Commissioner has asked all FHA employees to report those who do not cooperate willingly, and consideration will be given to refusing them the benefits of future participation in the FHA program.

## Phoenix Roofer

(Continued from Page 14)

for the different types of roofing materials—felt, asphalt, barrel mission tile, asbestos, etc.

### Owns Hauling Equipment

Among Arizona roofers, Hays Roofing Co. claims to be the only one operating its own Diesel for long distance hauling. The truck makes regular 800 miles round-trip runs to Los Angeles and back three times weekly to bring in loads of gravel, asphalt, tile, composition roofing and asbestos roofing at a considerable savings in freight charges. Besides, its driver is able to take care of the emergency repairs needed, thereby reducing time-loss on the road.

Having this truck makes it possible to save on loading time and costs. For instance, for the recent Motorola roofing job, according to Mrs. Marcum:

# Double Your Volume!

## Erect Single Layer Decks

# Tectum®

## PLANK, TILE



You can double your volume of business on any job by using Tectum® Roof Plank or Tile. In place, Tectum forms a single layer structural, insulated deck — and the finished acoustical ceiling.

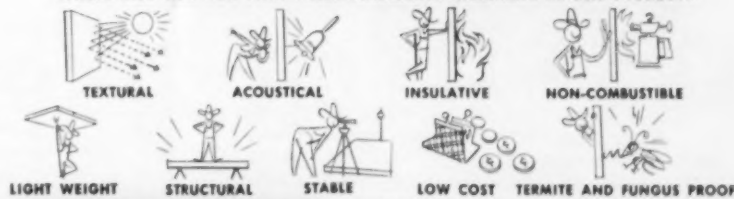
Tectum Roof Plank and Tile are light weight, require no special skills, easily cut and fit with ordinary tools. Tectum lays up faster, easier, at low cost. This is only part of the story. Note Tectum features below and you will see why leading architects and engineers specify it on schools, churches, industrial and commercial buildings — in fact buildings of every type.

Responsible roofing contractors can improve their position and service to customers by accepting unit responsibility for installing Tectum Roof Deck in combination with their roofing and sheet metal work.

Our representatives and distributors are equipped to provide you with complete information.

See It Now! Ask for sample and catalog, or refer to Section Te/2c, Sweet's 1954 Architectural File.

Where Else Can You Find These Attributes Combined in One Product?



# Tectum®

The Alliance Manufacturing Company

105 SOUTH SIXTH STREET,  
NEWARK, OHIO

TECTUM DIV.

Dept. #145, 105 South Sixth Street, Newark, Ohio

Send sample and catalog.

Send catalog.

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# HYDE ROOFING KNIVES



**NO. 10—2 POINT  
ROOFING KNIFE**

Two cutting points on 2 in 1 heavy duty knife blade; easy to remove.

Extra blades. No. 102 Blade for No. 10 tough razor sharp steel.



**NO. 3 ROOFING KNIFE**

Super Hydrex chrome vanadium steel—short point.



**NO. 1 ROOFING KNIFE**

Low cost—short point round stained handle.

**HYDE MANUFACTURING CO.**  
SOUTHBRIDGE  
MASS. U. S. A.

"We had the Diesel bring all materials directly to the Motorola plant, instead of unloading at the warehouse and then reloading it onto our other trucks."

These "other trucks" alluded to by Mrs. Marcum are the company's 11 field trucks; seven in Phoenix, four in Tucson.

## Tucson Field Office

The opening of the Tucson field office in January, 1954, with brother Lee Hays as manager is indicative of the business acumen of J. R. Already this division has established itself there among such builders of residential developments as General Contractors Tod Storms, Broadway Construction Co. and Samuel Gerecke.

Hays Roofing Co. employs two salesmen and 17 applicators regularly in Phoenix and one salesman and 6 applicators in Tucson. Secretarial and office help total three. In addition, Mr. Hays goes after contracts himself, particularly where a big job is involved. A persuasive speaker, he sells more than half the jobs himself.

Salesmen work on salary plus commission. The applicators work the year

round at hourly, union-scale rates and average \$5,000 a year. All employees get bonuses based on length of service and most of them receive paid vacations. (Paid vacations are rather unusual here among roofers.) When the mercury soars during the summer, Hays Roofing employees try to beat the heat by starting at 6:30 a.m. daily.

The Hays family is strongly represented. The firm employs four members of the immediate family and four in-laws.

Most jobs are sold by him or his sales staff on bids. Many are phoned in, requiring only that estimator Wayne Cowan check the job first before contracts are made out. Also, quite a few "repeat" contracts are signed by individuals owning more than one unit.

## Prefers New Construction

In general, Mr. Hays prefers new construction work with its nice smooth sheeting, first-class wood condition, etc. On the average, out of a possible 65 jobs per week, only two will be "recovers."

"What if new construction should begin tapering off?" Mr. Hays was asked.

Caulk with **COLOR**  
Caulk with **CALBAR**



**26 COLORS**  
of Caulking  
Compound to  
match every  
building  
material

Calbar, the first company with real quality caulking compound now brings you a super-elastic quality caulk to match or harmonize with brick, stucco, asbestos, cement siding, shingles, metal or wood. Choose from 26 permanent colors . . . all non-hardening, non-staining and complying with Federal and ACSP specifications.



Your jobber can supply you

**CALBAR PAINT & VARNISH CO.**

Manufacturers of Technical Products  
2612-26 N. Martha Street, Phila. 25, Pa.



See CALBAR at the NERSICA Convention — Booth #250

Sales contracts and profits will be yours when you use advertising space in the **BIG NERSICA PREVIEW ISSUE** of American Roofer & Siding Contractor.

The Big March issue  
**CLOSES FEBRUARY 11th, 1955**  
a few short weeks from now!

**This is your BIG OPPORTUNITY to reach your PRIME MARKET . . . the Roofing and Siding Field and the 8,000\* visitors to the NERSICA SHOW.**

\*estimated by Nersica

Chock full of feature stories and articles, including the complete floor plan and story on the Nersica Show, the March issue of American Roofer will be "the" issue of the year! Again as in years past, this will be the BIG issue, the pre-show edition in which all advertisers and exhibitors let the readers know what will be going on at the show.

Don't miss out on this opportunity to get your sales message across. It's only a short while before the show and a shorter while before we can't accept advertising for the issue. Send in your advertising reservation today!

**AMERICAN ROOFER & SIDING CONTRACTOR**

425 Fourth Ave.

• New York 16, N. Y.



"It isn't likely in the immediate future," was his answer. "Anyway, if and when it should happen, we'll just continue to give remodeling jobs the same attention we given the new ones. We should be able to get our share of the roofing and siding jobs."

In the past, the firm has made use of radio advertising, but has temporarily laid aside this medium in favor of regular newspaper ads. Hays Roofing Co. also sponsors the Hayettes, a girls' softball team in the national American Softball Association league, supplying the team with uniforms and equipment. Also, the company distributes thermometers bearing its name.

### Installations Guaranteed

Hays Roofing Co. guarantees all installations against faulty workmanship and materials and is always happy to check back on all jobs, recent or old. J. R. is strict about getting a job done and done well. Until his recent illness, it was not unusual to see him working right alongside his men.

"Do it right the first time," he admonishes his men," then there won't be any return calls."

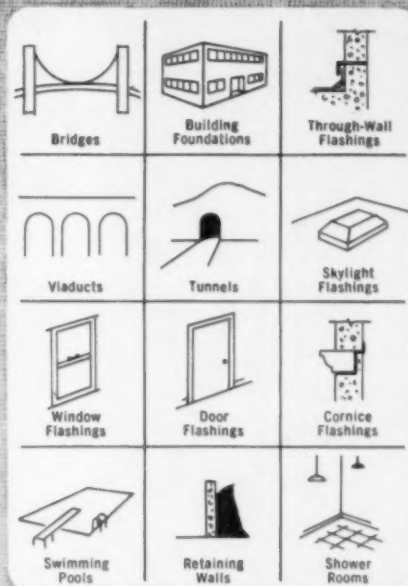
That this is paying off is evidenced by the fact that such outstanding Valley of the Sun contractors as Universal Homes, Mobilhome Corporation, Bill Shafer and Staggs Construction Co. are steady customers and have been ever since Mr. Hays went into business for himself.

J. R. believes in bidding on every contract that comes up, regardless of size or amount. Currently, he is starting a \$19,000 roofing job on the new A-1-Research building and also submitted the low roofing bid on the projected addition being built above present facilities for the same aircraft parts and electronics manufacturing company.

Among other sizable contracts won and completed by Hays Roofing recently were the \$9,013 Observation Roof at Sky Harbor Terminal in 1951 and the Motorola roof four months ago at \$11,076.

"How are we able to put in low bids at a profit? Well, we look for ways of cutting our costs, like doing our own freighting. Then we try to build goodwill by doing a good job even though our profit margin is low. We don't cut down on quality when we get a contract."

what's  
your  
waterproofing  
problem?



# Karnak

## WATERPROOFING PRODUCTS

PROVIDE POSITIVE PROTECTION AGAINST SEEPAGE OR DAMAGE TO STRUCTURE BY WATER

For 29 years, all over the world the Karnak Membrane Waterproofing System has proven its superiority through actual test. When you have a waterproofing problem call for Karnak. Available through waterproofing contractors or distributors or write us for information.

Made by Lewis Asphalt Engineering Corp.,  
30 Church St., New York 7, N. Y.



© L A E Corp.

### OTHER KARNAK PRODUCTS

Asphalt Roof Coatings & Cements	Aluminum Roof Coating
Asphalt Emulsions	Wood Block Mastic
Floor Mastic	Tile Cement
Asphalt Paint	Joint Filler

## CONDENSATION

GETS THE AIR  
WHEN YOU INSTALL  
**MIDGET LOUVERS**

For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles—for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

**The MIDGET LOUVER Co.**

6-8 WALL STREET • NORWALK, CONN.



# ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths  
(As illustrated)

Roofing MOPS  
(Complete with handles)

TOP QUALITY

Reasonable  
Prices

Immediate  
Shipment

WRITE TO

**JOHNSON PRODUCTS CO.**

MEMPHIS, TENN.

Manufacturers of Nationally  
Known JOHNSON Brooms & Mops

"LET US KEEP YOU COVERED!"



"George — for the last time — when are you going to get this roof fixed?"

★ ★ ★

DOUBLE THE RETURNS FROM YOUR NEWSPAPER ADVERTISING by using our "LET US KEEP YOU COVERED!" cartoons. Your cost is only \$1 each for mats in either one or two column sizes. Tie-in Copy Ideas free.

More people will read your ads. YOU will get more orders — don't pass it up. Exclusive city franchises going fast. Write today for FREE proofs and complete information to

## LIL-AD FEATURES

Box 167, Long Beach, Calif.

Mail FREE proofs to:

Name: .....

Address: .....

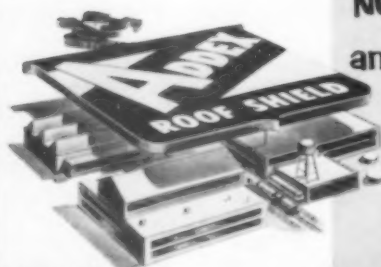
## Covering The World . . .



THE EXCHANGE, COPENHAGEN, DENMARK, IS FAMOUS FOR ITS COPPER ROOF AND TOWER OF FOUR INTERTWINED DRAGONS STANDING ON THEIR HEADS. COMPLETED 1642.

Bent Arnhem's drawing of the copper roof of The Exchange in his native Denmark is another in the series of cartoon oddities about roofs which have been running in American Roofer & Siding Contractor for the past five

years. The height of the tower made it unfeasible to run the drawing in the full-page feature section, hence the unusual expedient of presenting the popular feature on this page.



NOW...

and for the years ahead

Specify ADDEX Roof Shield

Field-tested — Time-proven

Developed exclusively as a  
roof maintenance product

SEE US

BOOTH No. 1  
NRCA—JAN. 17, 18, 19

**LABCO**  
INCORPORATED

10315 WILBUR AVE  
CLEVELAND 6, OHIO

## Maybe She Inspected One Of The Knives You Use



Avis Chandler inspects every knife which comes off the production line for R. Murphy Company, whose roofing knives have been famous for many years. Miss Chandler's picture was taken in conjunction with a brochure telling about operations of the company.

## "Hurricane Hazel"

(Continued from Page 11)

record storm with an eye-catching newspaper ad featuring the theme: "Hurricane Hazel Is Gone. How Is Your Roof?"

Art work in the ad showed a couple of gals holding down their skirts as a hurricane wind swirled by.

Said ad copy: "Let's not wait for Hazel's sisters, Reroof now. Pay next year. \$180 average 1,000 square foot roof. No money down. Pay as little as \$7 per month. We are roofing specialists. All work guaranteed."

## Construction Boom

(Continued from Page 11)

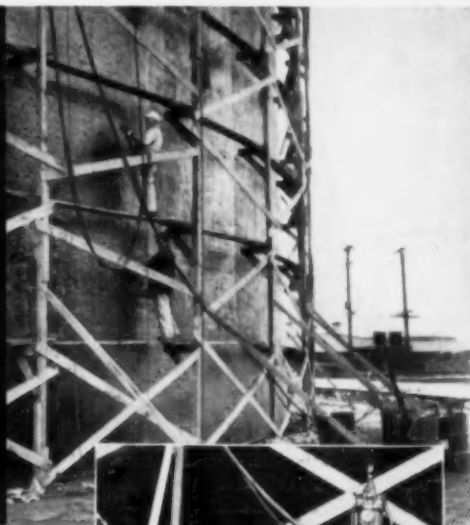
fears of a collapse in construction which might be produced by the overbuilding characteristic of a speculative boom. We haven't come anywhere close to that stage yet. In fact, we can conclude that there is room for considerable expansion."

Dr. Smith said that it can be known with certainty that rates of construction activity will continue at record dollar levels over the next several months, because record levels have been set by the Dodge totals of contract awards for future construction in the 37 states east of the Rockies.

# ALEMITE VERSATAL EQUIPMENT PAYS FOR ITSELF ON FIRST JOB!

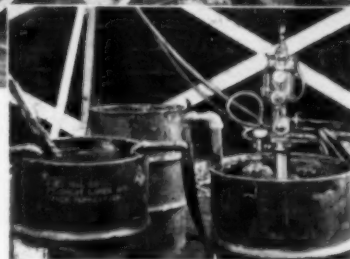
*Cuts cost of applying asphalt coating 60%*

Note how second asphalt coating is sprayed over membrane



Insulating a large fuel oil storage tank, this contractor used Alemite Versatal Equipment to spray heavy asphalt coating. Savings on this one job amortized the entire cost of his new Versatal equipment!

Costs dropped from 15¢ to less than 6¢ per square foot. And a job that formerly took 5 weeks was completed in 10 days. These savings are typical.



Start now to spray roofing and insulating materials direct from original containers with Alemite Versatal Equipment.

Contact your nearest Alemite Distributor today, or write direct to Alemite, Dept. A-15 1830 Diversey Parkway, Chicago 14, Illinois



## TRINIDAD Natural Lake ASPHALT

in wood barrels and metal drums for mastic and roofing.

**Barber Oil Corporation**

30 Rockefeller Plaza  
New York 20, N. Y.

## Now Available

Colortone corners for the new J-M 309 Colortone Siding Shingle, (32" x 14 1/2" — 13 1/2" Exposure)

Write us or call your J-M Jobber.

Joliet Aluminum Specialties Corp.  
P. O. Box 1152, Industry Ave., Joliet, Illinois

**Classified Ads**  
**Turn to Page 32!**

## The Handy Hoist



turns your  
**LADDERS**  
into  
**HOISTS**  
easily,  
safely,  
efficiently.

Designed  
for  
**ONE-MAN**  
operation

Designed  
for easy  
storage  
in truck  
or car.

For Details Write:

**Frank P. Frey & Co.**

2634 W. Madison Street  
Chicago 12, Illinois

PAT. NO. 2299480



## ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

**AMERICAN ASSOCIATED COS.**  
ATLANTA P. O. BOX 4056 GEORGIA

## Threaded Nails

(Continued from Page 15)

hold was the test to which they were put by a prominent manufacturer of shingle backers. Panels of wood shingles nailed with the special threaded nails in typical installation procedure were subjected to wind tunnel tests equivalent to winds of 250 miles per hour, or three times hurricane force. "Every shingle remained intact... not a single one pulled loose from the panel," the testing laboratory reported.

### Pioneered Development

Some 20 years ago, Independent Nail & Packing Company began the development of nails which would give holding power far greater than other nails then being made. We had twenty years of experience as manufacturers of various types of special nails in back of us. What we aimed at was a type of nail which combined the ease and speed of driving of the ordinary nail with holding power approximating that of wood screws — yet a nail which could be turned out in tremendous volume to keep the cost low. We early discarded such devices as barbed, etched and twisted nails which, after thorough investigation, we found to fail for one reason or another.

### Threaded Nails

We found the answer in the threaded nail, which we have developed to such a point that our Stronghold Nails—and the Companion Screw-Tite Nails—are now used by the millions of pounds annually.

Unlike the ordinary plain shank nails which have been in use for so many years, they have a series of carefully engineered "threads" that "lock" with the fibres of the wood into which they are driven. As the wood seasons, they increase in holding power, as has been demonstrated in scientific laboratory tests conducted at Virginia Polytechnic Institute, by Dr. E. George Stern, director of the Wood Research Laboratory.

### Engineered Improvement

Ever since the time when we first developed the specialized threaded nail, we have constantly engineered advances in design and improvements in quality. We have developed nails to do all kinds

## Manufacturers & Distributors

**Everything for Roofing and  
Waterproofing**

**CAULKING COMPOUND  
ALUMINUM PAINT  
BITUSTATIC CEMENT  
ROOF COATINGS & CEMENTS  
INSULATION  
ROLL ROOFING—FELTS—  
PITCH—ASPHALT—COAL TAR  
COPPER—GALV. IRON**

Insist on Genuine Durex Products

**METROPOLITAN  
ROOFING SUPPLIES CO., INC.**  
286 East 137th St., New York City

## USE KOKOMO KORERS

### For Wood Shake Siding

Our metal corners for wood shingle shakes will save application time and money. This corner is made of rust-proof zinc for durability, makes a nice appearance and is weather-tight. These corners can be used on single or double course construction.



Write For Descriptive Literature

**BUGHER MANUFACTURING CO.**  
211 South Main Street, Kokomo, Ind.

## CONTRACTORS EVERYWHERE BENEFIT

from reading **AMERICAN ROOFER & SIDING CONTRACTOR**! You can, too, for the small subscription price of \$3.00 per year. **AMERICAN ROOFER** has all the news of the trade, new methods of application, new ideas of selling, and other subjects the roofing contractor should be familiar with. Use the coupon today!

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Siding Contractor**

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Please enter my subscription to **AMERICAN ROOFER & Siding Contractor**, at \$3.00 for one year. Bill me for this amount:

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My Name .....

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Company .....

Address .....

City..... State.....



of fastening jobs — including insulated siding, shingles and shakes. And we have designed and built the machines to make these nails to exacting standards, and in the vast quantities to meet the fast growing demand.

Specialized threaded nails for face nailing insulated siding and shakes, are designed specifically for that purpose. We make them in steel hot galvanized, or in aluminum; or we can furnish them in any ferrous or non-ferrous metal.

They are available in black, white and colors to blend with any make of insulating siding or shakes. The colors are baked enamel, applied after the nails have been specially treated to form a perfect bond, and the enamel won't chip or crack under the hammer in driving.

And you can write it down as a first axiom of the roofing and siding industry, that no siding job is better than the nails with which it is applied.

## NERSICA'S Chicago Show

(Continued from Page 17)

Counselors of the organization.

Among subjects discussed at the Services Forum will be insurance, tax, local council organization and services, and personal service rendered to businesses by the national organization.

## Built-Up Roofing Forum

"Mechanization For Profits" will be completely discussed at the Fifth Annual Built-Up Roofing Forum. Dr. C. E. Lund of the University of Minnesota, nationally famed for his researches on built-up roofing, who conducted the 1953 sessions will return as leader and coordinator.

Dr. Lund himself will read a paper entitled "Mechanized Equipment For The Roofer." His paper will cover the economics of mechanization, including profit, quality and capital investment, and will be delivered on Monday, March 14th.

There will be three following sessions of the Built-up Roofing Forum, led by manufacturers' representatives and outstanding contractors in the field. Charles Griffiths, Chairman of the NERSICA roofing section, will act as general moderator for all the forums.

The Built-Up Roofing Forum will be divided into three parts. The first, under the general heading of "Preparatory" will deal with the handling and care of oil burners and hot stuff pumps. The second phase will be entitled

# THE Individual **PERMANENT** COLORTONE CORNERS

FOR  
**ASBESTOS  
SIDING...**  
ANY COLOR...  
ANY SIZE

✓ Colored on BOTH  
Sides—Prevents Corrosion

✓ Specially Formed Edge  
Prevents Wind "Clatter"

✓ MADE FROM LIFE-TIME  
ALUMINUM

✓ MORE resistant to Light  
& High Humidity

✓ Won't crack  
... burn ...  
chip or peel

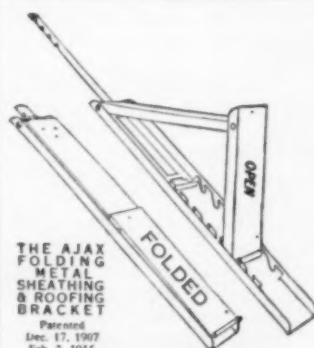


## JOLIET ALUMINUM SPECIALTIES CORP.

Suppliers to Manufacturers and Jobbers • 20 Years Experience

P. O. BOX 1152

INDUSTRY AVENUE, JOLIET, ILLINOIS



THE AJAX  
FOLDING  
METAL  
SHEATHING  
& ROOFING  
BRACKET

Patented  
Dec. 17, 1907  
Feb. 2, 1915  
Apr. 21, 1925  
Aug. 9, 1942

AJAX No. 1

## AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable



## AJAX Building Bracket Co.

1551 Rydal Mount Rd.  
Cleveland Heights 8, Ohio

## CONVERT YOUR LADDER To a 100-lb. POWER HOIST

Electric Power Hoist 110V, 60C, less Pulley and Frame. **\$108.00**

Gasoline Power Hoist only **\$137.50**

Ladder Hoist Frame **\$19.50**

Hoist stand available for hoisting without ladder. Can be used for loads up to 200 lbs.

500 LB. CAPACITY HOIST and swinging Roof Beam now Available. Hoist... **\$219.00**  
Roof Beam... **\$92.00**

PRICES F.O.B. BUFFALO

• For lower cost than any comparable power hoist equipment!

• Easily set up for operation in minutes!

• Anyone can operate it with one hand!



Also a full line of scaffolding, roof and ladder brackets. Write for illustrated folder to



**REIMANN and GEORGER, INC.**

300 R & G Bldg., North Division at Ellicott  
Buffalo 3, New York



Rely on the complete ROSS line for Roofing and Waterproofing Products.

Asphalt Saturated Membrane Fabrics — for roofing and waterproofing.

Thru-Wall Flashings — for all types of concealed flashings.

Asphalt Specialties.

Waterproofing Products.

Immediate Delivery.

Agents in Principal Cities

See our catalog in Sweet's File.

**ROSS FLASHING CO.**

Division of  
PATRICK ROSS CO.

P. O. Box 90

175 WEBSTER AVE., CAMBRIDGE 41, MASS.

"Materials Handling" and feature hoists and conveyors, prime movers and roof scrapers. The final sequence will be on "Application" at which an analysis of the use and value of such machines as the felt layer, gravel spreader and material slitters will be discussed.

### Live Demonstrations

Principal reason for covering the subject of mechanization in 1955, according to Mr. Nichols, is that the Hotel Sherman has a physical lay-out which permits live operable demonstrations of mechanized equipment at work.

### Transportation

Special flights to Chicago from LaGuardia and Newark airports, leaving at 5 P.M., non-stop will be called "NERSICA Specials" by American Airlines. Railroads and other lines leading into Chicago have been alerted to pay special attention to travellers coming to the Convention.

### TENTATIVE NERSICA CONVENTION PROGRAM

SUNDAY, MARCH 13

Exposition Open — 2:00 P.M. to 7:00 P.M.

MONDAY, MARCH 14

Exposition Open — 10:00 A.M. to 6:00 P.M.

Public Relations Forum—Jack Milford, Moderator

Luncheon speaker and three others including: 1. President of Public Relations Assn. Discuss general aspect of P.R. 2. P.R. director of a building contractor assn. Have asked the P.R. man from the National Assn. of Home Builders. 3. P.R. representative of an association having a P.R. program on a local level. Have asked one and have several in mind.

Questions and answers from the floor will be permitted after all speakers have finished.

TUESDAY, MARCH 15

Exposition Open — 9:00 A.M. to 6:00 P.M.

Forum on NERSICA Services

Luncheon — Speaker from an Association with a well organized service program. Followed by speakers from NERSICA including Lyman, Holton and Milford. Questions

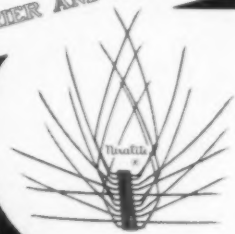
(Continued on Next Page)

# Nixalite

BIRD AND CLIMBING ANIMAL

BARRIER AND REPELLENT

EFFECTIVE  
LASTING  
EASY TO INSTALL  
NOT CONSPICUOUS  
CUTS MAINTENANCE COSTS



END VIEW

- 1 The above photographic reproduction illustrates a 2½ inch length of Nixalite. There are 120 needle sharp points in every foot of Nixalite.
- 2 Nixalite is precision engineered of spring-tempered nickel bearing stainless steel.
- 3 Nixalite can be installed on every kind of material and on any type surface.

Write for 32 page illustrated  
Know How Manual

**NIXALITE COMPANY OF AMERICA**

115-119 W. 3rd Street, Davenport, Iowa, U.S.A.



## CLASON SNOW GUARDS

For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

**CLASON SNOW GUARDS**

Standard for Fifty Years

**THE M. N. CARTIER & Sons Company**

275 Canal Street, Cartier Building  
Providence, R. I.

Write us for Roofers Wholesale Prices

"ASBESTOS"—The Magazine Keeps you up to date on happenings in the Asbestos Industry. Gives facts about Asbestos, technical developments. \$2.00 per year in the U.S.A.; \$3.00 in other countries.

"ASBESTOS"

808 Western Saving Fund Bldg.  
Philadelphia 7, Pa.

tions and answers from floor.

WEDNESDAY, MARCH 16

Exposition Open — 9:00 A.M. to 5:00 P.M.

Forum on "Misrepresentation And 'Bait' Advertising And What Can Be Done About It."

Luncheon—FHA representative.

Subject: "What FHA Demands." Three speakers: 1. Advertising Manager, Chicago Tribune, "The Newspaper's Responsibility." 2. Chairman, Association of Better Business Bureaus, "Bait Advertising Committee." 3. C. N. Nichols, "What Business Can Do About It."

Panel session will be held immediately after speakers finish, with questions and answers from floor.

Annual Meeting (Dinner)—7:00 P.M.

## News Of The Month

(Continued from Page 18)

2,500,000 copies of the forms will be distributed by mail.

Census Director Robert W. Burgess has announced that in the conduct of the 1954 censuses, great emphasis will be placed upon the need for prompt publication of the results. Vigorous steps will be taken to assure that data most needed by business men and government for use in day to day operations will be released as soon as possible.

Business men receiving questionnaires in the 1954 censuses will be urged to complete their reports within 30 days after receipt of the report form. A message from the Secretary of Commerce, which will accompany the report form, will point out that the Census Bureau is dependent upon prompt and accurate reporting by business men to enable it to carry out its program for early publication of the results.

The 1954 Census of Business, like that for 1948 when last taken, will cover retail trade, wholesale trade and selected service trades, including personal, business and repair services, hotels, motels, amusement places, and the motion picture industry.

These establishments will report on location, kind of business, form of organization, employment and payrolls, inventories, annual sales or receipts, and credit sales. The report forms will be adapted to the various kinds of businesses.

The census will provide data for the continental United States, by States, metropolitan areas, counties and cities; and for Alaska and Hawaii. It will be conducted as a mail canvass of all in-scope establishments which have paid employees.

Summary data for the smaller or "non-employee" establishments which will not be required to file census reports will be derived from Internal Revenue Service income tax returns.

(Continued on Next Page)

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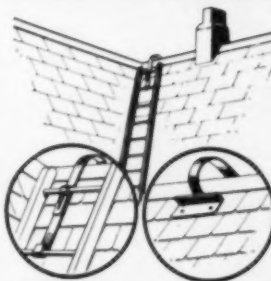
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## Quaker State Names Tappan Bros., Detroit, Distributor

Tappan Bros., Inc., of 8224 Livernois Avenue, has been appointed exclusive distributor in the Detroit area for cross corrugated aluminum and galvanized roll roofing, it was announced by A. H. Charlton, vice president and sales manager, Quaker State Metals Co., Lancaster, Pa.

A supplier of building materials in Greater Detroit for the past twenty-two years, Tappan Bros. now adds to its line this patented and recently marketed product.

\* \* \*

## Liquid Coating Material

(Continued from Page 16)

asphalt and asphalt products. Since the roof is in effect covered with a sheet of rubber, normal expansion and contraction does not affect it.

Another advantage is that the color can be matched to that of the slate already on the roof. Gaco N-700, the liquid neoprene made by Gates Engineering Company is available in Slate Black and Gray. By mixing in the correct proportion, almost any slate can be duplicated as to color.

A big feature in selling these roof jobs is that I can stress complete protection for all the top of the house.

Liquid neoprene is excellent for protective coatings on rain gutters, down spouts, cornices, flashings, TV antennae supports and casement window frames. Home owners like the idea of complete protection over all the house top for years and years.

Probably the most persuasive sales feature of liquid neoprene to home owners is the cost factor. I can put on a coat for *less than half* the cost of the cheapest grade of asphalt shingles put on over the slate. This low cost, coupled with the fact that liquid neoprene guarantees many added years of protection, make it easy for me to clinch sales quickly and profitably.

## CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

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A Koppers Pitch and Felt Roof protects the recently constructed Nueces County Grain Elevator and Silos at Corpus Christi, Texas.

**Architect:** Horner & Wyatt, Kansas City, Mo.

**General Contractor:** Macdonald Engineering Co., Chicago, Ill.

**Roofer:** Sechrist-Hall Co., Corpus Christi, Texas

**W**ATER seepage into elevators and silos results in serious financial losses. No doubt that is one of the main reasons why a Koppers Built-Up Roof was specified for the Nueces County Grain Elevator and Silos at Corpus Christi, Texas.

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